

COMMUNITY REVITALIZATION PARTNERSHIP (CRP) PROGRAM

Department of Local Affairs



BUILDING BETTER COMMUNITIES BY
PROVIDING ASSISTANCE TO DOWNTOWNS,
COMMERCIAL DISTRICTS, AND TOWN
CENTERS IN COLORADO

The Department of Local Affairs (DOLA) and Downtown Colorado, Inc. (DCI) have teamed up to coordinate the Community Revitalization Partnership (CRP) Program providing assistance relating to Colorado's downtowns. Since 2005 DOLA and DCI have teamed up to offer one and two-day technical assistance visits to communities involved in downtown revitalization. A team of three to five professionals with expertise in the areas identified by the community is assembled by DCI. DCI will use the structure provided by the Main Street Four Point Approach as the basis for identifying and delivering services. Visits will vary in length from one to two days depending upon the subject matter and needs of the community. Additional time will be added for travel, preparation and report writing. Teams will consist of three to five people. The CRP Program includes:

ASSESSMENT SERVICES

Focusing on current conditions in the downtown, these visits provide valuable information about the strengths and opportunities of the downtown and create the foundation from which a work plan can be developed. Look below to view a typical assessment visit schedule.

TARGETED TECHNICAL ASSISTANCE

A community may request help with a specific issue affecting downtown revitalization. Please look below to view the CRP Menu of Technical Assistance.

ELIGIBILITY This program is for Colorado communities involved in downtown revitalization with a population of 20,000 and less as well as for neighborhoods and commercial districts located within and sponsored by larger municipalities.

COST

DOLA covers 50% of the cost of the assessment. The local community is responsible for covering the other 50% as well as reimbursing the team members for travel, room and board.

2 day visit = \$6,000

1 day visit = \$3,000 (Only permitted in special circumstances – discuss with DCI)

AGENDA FOR VISITS will vary in length from one to two days depending upon the needs of the community. Additional time will be added for travel, preparation and report writing. Teams will consist of three to five people. Actual expenses will be added to the quoted cost. Most of the subjects shown above will require a two-day visit.

APPLICATION PROCESS

Communities interested in applying for funds must first contact their DOLA field representative to discuss the project to be submitted and estimate the cost.

Don't know who that is? Go to www.dola.state.co.us/fs/index.html to find out more.

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MENU OF TECHNICAL ASSISTANCE

ORGANIZATION

- Getting Started: Getting people organized, focused and enthused
- Fundraising for downtown organizations
- Board development and facilitation of board of board retreat
- Main Street program feasibility – Are we ready? Will we benefit? What do we need?
- Volunteer recruitment, training, retention and reward
- Work plan development
- Visioning and creating a mission statement
- Building effective public and private partnerships

ECONOMIC RESTRUCTURING

- Understanding the market analysis process and its applications
- Understanding how to develop a marketing plan for downtown
- Business development strategies
- Creating market niche strategies
- Business mix and clusters analysis
- Funding mechanisms for downtown revitalization – alphabet soup
- Project feasibility – right project at the right site?
- Creating economic incentives

Sample Schedule (All visits are unique and subject to change)

Day 1

Orientation Meeting (1 hour)

Tour of Community (1 hour)

Focus Groups – groups, individuals (no more than 4 one-hour meetings with 15-minute breaks between each). There may be up to 20 people in each group. (4-6 hours)

Team work time 1 & 2: brainstorm all observations, impressions.

DESIGN

- Design and Historic preservation assessment
- Providing local design assistance
- State and National historic designation process
- Certified Local Government
- Streetscape plan review
- Do we need a plan? What type (i.e. design, market-based, etc.)?
- Infill construction
- Parking and traffic strategies
- Creating a façade improvement program
- Creating design guidelines
- Merchandising and window displays

PROMOTION

- Marketing and Branding Review
- Developing marketing and branding strategies
- Review and critique of current event promotions
- Special event development
- Development of appropriate promotions strategies

Day 2

Conduct any necessary follow-up meetings.

Team work time: analyze observations and develop recommendations.

Dry run presentation with key contact. (1 hour-generally at end of afternoon)

Formal presentation with questions and answers. (2 hours-generally an evening meeting)

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APPLICATION FORM

Name of Jurisdiction	
Contact (s) & Title Phone & Fax Email	
Downtown Budget (estimate of what can be allocated to downtown improvements)	
2 Days (Unless specially approved)	
Problem Statement – Please provide a detailed description of the current situation and why it is problematic	
History of Issue – Please provide a detailed description of what has been done to address the problem	
Description of Services Requested – Please provide an overview of the desired end result of this initiative and the specific steps you envision as necessary	
Required Skills – Please identify any specialized skills that may be required for this request.	
Stakeholders Involved – Includes businesses, non-profits, residents, other local governments. Please provide name, title, phone, fax, email	
Plan for Information Dissemination – Describe how you will invite participation and distribute findings to all stakeholders and community groups prior and following the visit. You will need to include a copy of the letter and a list of those contacted	
Proposed Time Frame – Please identify short-term and long-term tasks and goals for the project (begin with short-term)	
Resources – Please list the estimated project cost, the town's contributions and the other resources available or requested including in-kind, monetary, or other	

Please submit this Application with a formal letter of interest requesting funds to your regional field manager, with a copy to the below address:

Christy Culp, DOLA, 1313 Sherman Street, Room 521, Denver, CO 80203, T: 303.866.2369, F: 303.866.4819, E-mail: Christy.Culp@state.co.us